

WHAT IS CLAIMED IS:

1. A method of fabricating an in-plane switching mode liquid crystal display device, comprising:

forming array elements on a first substrate, the array elements including field-generating electrodes having a curved shape;

rubbing one of the first substrate and a second substrate in one direction, which can be any direction; and

forming a liquid crystal layer between the first substrate and the second substrate such that at least a portion of the liquid crystal layer is oriented in the one direction.

2. The method of claim 1, wherein the first and second substrates have a rectangular shape having a long side and a short side, and the liquid crystal layer is oriented by the rubbing using a rubbing roll.

3. The method of claim 2, wherein the rubbing roll has a length corresponding to the short side.

4. The method of claim 2, wherein the rubbing includes moving the rubbing roll along a direction parallel to the long side.

5. The method of claim 1, wherein the array elements include a gate line, a data line crossing the gate line and a thin film transistor connected to the gate line and the data line.
6. The method of claim 5, wherein the one direction is one of 0° , 45° , 90° , 135° , 180° , 225° , 270° and 315° directions with respect to the gate line.
7. The method of claim 1, wherein the first and second substrates include first and second cell regions having sizes different from each other and a dummy region, a plurality of first liquid crystal cells are formed in the first cell region and a plurality of second liquid crystal cells are formed in the second cell region such that the plurality of first liquid crystal cells and the plurality of second liquid crystal cells have a rectangular shape, wherein a longer side of each first liquid crystal cell is parallel to a first direction and a longer side of each second liquid crystal cell is parallel to one of the first direction and a second direction perpendicular to the first direction.
8. The method of claim 1, wherein the field-generating electrodes include a common electrode and a pixel electrode spaced apart from each other, and a space between the common electrode and the pixel electrode has a ring shape.

9. The method of claim 1, further comprising:
forming a color filter layer on the second substrate;
attaching the first and second substrates such that the array elements face the color filter layer; and
cutting the attached first and second substrates.
10. An in-plane switching mode liquid crystal display device, comprising:
first and second substrates facing and spaced apart from each other, wherein one of the first and second substrates is rubbed in one direction, which can be any direction;
array elements including field-generating electrodes having a curved shape formed on the first substrate; and
a liquid crystal layer between the first substrate and the second substrate such that at least a portion of the liquid crystal is oriented in the one direction.
11. The device of claim 10, wherein the array elements include a gate line, a data line crossing the gate line and a thin film transistor connected to the gate line and the data line.
12. The device of claim 11, wherein the one direction is one of 0°, 45°, 90°, 135°, 180°, 225°, 270° and 315° directions with respect to the gate line.
13. The device of claim 11, further comprising first and second polarizing plates outside the

first and second substrates, respectively.

14. The device of claim 13, wherein a first polarization axis of the first polarizing plate is perpendicular to the one orientation direction and a second polarization axis of the second polarizing plate is parallel to the one orientation direction.

15. The device of claim 10, wherein the first and second substrates include first and second cell regions having sizes different from each other and a dummy region, a plurality of first liquid crystal cells are formed in the first cell region and a plurality of second liquid crystal cells are formed in the second cell region such that the plurality of first liquid crystal cells and the plurality of second liquid crystal cells have a rectangular shape, wherein a longer side of each first liquid crystal cell is parallel to a first direction and a longer side of each second liquid crystal cell is parallel to one of the first direction and a second direction perpendicular to the first direction.

16. The device of claim 10, wherein the field-generating electrodes include a common electrode and a pixel electrode spaced apart from each other, and a space between the common electrode and the pixel electrode has a ring shape.

17. The device of claim 10, further comprising:
- forming a color filter layer on the second substrate;
 - attaching the first and second substrates such that the array elements face the color filter layer; and
 - cutting the attached first and second substrates.